

**CONTRACT**

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Greer Margolis Mitchell Burns, Inc (GMMB)**  
**3050 K St NW**  
**Washington, DC 20007**

<b>Contract / Revision</b> 488343 /		<b>Alt Order #</b> 06263628
<b>Product</b> J OCEGUERA 4 CONGRES		
<b>Contract Dates</b> 08/28/12 - 09/03/12		<b>Estimate #</b> 1560
<b>Advertiser</b> J Ocegura 4 Congress		<b>Original Date / Revision</b> 08/06/12 / 08/06/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KVVU	<b>Account Executive</b> Teresa Difuria	<b>Sales Office</b> TELEREP-PHIL
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b> 104	<b>Product Code</b> 111
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	08/28/12	09/03/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				2	\$225.00			
N 2	KVVU	08/28/12	09/03/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				1	\$1,725.00			
N 3	KVVU	08/28/12	09/03/12	Anderson	3-4p		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				2	\$275.00			
N 4	KVVU	08/28/12	09/03/12	The Dr.Oz Show	4-5p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				2	\$350.00			
N 5	KVVU	08/28/12	09/03/12	Fox 5 News at 5	5-530p		:30			NM	1	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				1	\$585.00			
N 6	KVVU	08/28/12	09/03/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				1	\$600.00			
N 7	KVVU	08/28/12	09/03/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				1	\$825.00			
N 8	KVVU	08/28/12	09/03/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				1	\$750.00			
<b>Totals</b>											<b>11</b>	<b>\$6,185.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/03/12	11	\$6,185.00	\$5,257.25
<b>Totals</b>	<b>11</b>	<b>\$6,185.00</b>	<b>\$5,257.25</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

Contract / Revision	Alt Order #
488343 /	06263628

Contract Dates	Product	Estimate #
08/28/12 - 09/03/12	J OCEGUERA 4 CONGR	1560

Advertiser	Original Date / Revision
J Ocegura 4 Congress	08/06/12 / 08/06/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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01  
AUG6/12 09.28  
\*\*\* KVVU-TV \*\*\*

SALES PRSN PH- TERESA DIFURIA

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PROGRAM : DR OZ
CON COM1 : DR OZ
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REP HEADLINE# 6263628  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100  
ORDER WORKSHEET

FAX# 610-225-1191  
HARRIS REPORT FROM REP

AUG6/12 09.28  
\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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2			1000P-1100P	30		\$1,725.00	8/28	9/3	1		TU-F,M	1
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PROGRAM : FOX 5 NEWS AT 10P  
CON COM1 : FOX 5 NEWS AT 10P

3			300P-400P	30		\$275.00	8/28	9/3	2		TU-F,M	2
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PROGRAM : ANDERSON COOPER  
CON COM1 : ANDERSON COOPER

4			400P-500P	30		\$350.00	8/28	9/3	2		TU-F,M	2
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PROGRAM : DR OZ  
CON COM1 : DR OZ

5			500P-530P	30		\$585.00	8/28	9/3	1		TU-F,M	1
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PROGRAM : FOX 5 NEWS AT 5PM  
CON COM1 : FOX 5 NEWS AT 5PM

6			530P-600P	30		\$600.00	8/28	9/3	1		TU-F,M	1
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PROGRAM : FOX 5 NEWS AT 530PM  
CON COM1 : FOX 5 NEWS AT 530PM

7			600A-700A	30		\$825.00	8/28	9/3	1		TU-F,M	1
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PROGRAM : FOX5 NEWS THIS MORNING  
CON COM1 : FOX5 NEWS THIS MORNING

8			700A-900A	30		\$750.00	8/28	9/3	1		TU-F,M	1
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PROGRAM : FOX5 MORNING NEWS  
CON COM1 : FOX5 MORNING NEWS

SEP/12			\$6,185.00									
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CONTRACT TOTAL \$6,185.00  
TOTAL SPOTS 11

MARKET TOTALS \$38,656 KVVU 16% KSNV 37% KLAS 27% KTNV 18% KVMY 1% KVCW 1% CABL 0%  
KTUD 0%

SVC- NSI  
DEMOS- RA35+\*